

## Soft Skills Challenges in Africa

<b>Country:</b>	Regional Africa
<b>Region:</b>	Africa
<b>Customer:</b>	fhi 360, USA
<b>Partner:</b>	fhi 360, USA
<b>Duration:</b>	September 2018 – November 2018



### Starting point

fhi 360, a US-based non-profit education and health organisation, is developing an online product to better identify and assess soft skills during the recruitment and the onboarding process of candidates and newly appointed line managers.

### Scope

Conducted 15 interviews with CEO's or HR directors of private companies in Africa, each with at least 50 employees. The findings of this study regarding cultural differences, potential barriers, and the degree of acceptance of potential customers as they enter the African market are collected and documented through a qualitative market study.

### Activities

- Contacting about 50 company representatives from the sectors of consumer goods industry, services / media / market research, telecommunications, mineral oil industry and others (hotel industry, construction industry etc.)
- Performing 15 45-minute personal meetings or telephone calls with representatives from Ethiopia, Kenya, Cameroon, Ghana, Democratic Republic of Congo and Israel (MENA region)
- creation of structured interview notes (problem definition, challenges, alternative solutions, others)
- Regular exchange of experience during the project phase with the project manager of fhi 360 in Washington D.C., USA.
- Preparation of a final report

### Achievements

- Detailed documentation of guided interviews
- To raise awareness of possible soft skills challenges during the recruiting process and the employee induction phase, as well as the specific needs of newly appointed managers
- Selective needs analysis from the point of view of potential customers, including requests for changes or adjustments
- Potential assessment for a possible successful market entry on the African continent